

California Arts Council



2000-2001
Annual Report

TABLE OF CONTENTS

Year in Review

- Budget
- Year of the Arts
- Arts in Education
- Infrastructure Development
- Marketing
- Partnerships
- Research
- Communications
- Poet Laureate
- Recognition Awards

Grant Programs

- Program Descriptions & Grantee Highlights

Appendices

- Award Winners
- Financial Status
- Grantees

2000-2001 Annual Report

California



Arts Council

Governor Davis
Senate President pro Tem Burton
Assembly Speaker Wesson
State Capitol
Sacramento, California

Dear Governor Davis, Senate President pro Tem Burton, Assembly Speaker Wesson:

It is my pleasure to transmit the Annual Report for the Fiscal Year 2000-2001 of the California Arts Council.

For the past twenty-five years, the Arts Council has nurtured and expanded the creative capital in California, awarding more than 20,000 grants in all of California's 58 counties.

2001 marked a year-long visibility campaign celebrating the agency's silver anniversary, saw the launch of major new initiatives in Arts Education and Multicultural Arts, as well as expansion in programs to increase the organizational capacity and stability of arts groups.

The programs and activities highlighted in this report illustrate the Arts Council's commitment to promoting the highest quality art made available to all Californians, and its work in supporting the value and positive impact of the arts to our economy, the education and job preparation of our students, and to the civic life of our communities.

A handwritten signature in blue ink, reading 'Barry Hessenius'.

Barry Hessenius
Director



Director's Statement

The California nonprofit arts field is experiencing a period of tremendous expansion. Currently, 54 of the state's 58 counties have local arts agencies that act as hubs for the arts in their communities. The number of California nonprofit arts organizations is now projected to be in excess of 10,000. California has 1,200 theatre companies, 210 orchestras, 600 dance troupes, 500+ museums, and more artists than any other state in the country. Updated figures from the 1994 Peat Marwick Economic Impact Study indicate that the nonprofit arts are a \$2.5 billion economic engine, returning \$11 for every dollar spent and providing over 150,000 direct jobs and contributing over \$100 million in contributions to local and state tax coffers. The arts continue to be employed as a critical component of downtown redevelopment strategies. Funding to the arts from all sources, earned and contributed, approached \$900 million this year.

After a decade of underfunding, an historic budget augmentation by Governor Davis and Legislature allowed the agency to begin to address the increasing demand for grants and services, particularly in the education and multicultural sectors.

Recent Highlights

Celebrating 25 years of operation, the Arts Council launched a major visibility campaign - The Year of the Arts 2001 - to educate and inform the public of the value and positive impact of the arts on all sectors of life in California. A year long press / media strategy to promote the arts included major market newspaper advertisements, bus and bus shelter signs in San Francisco, a 20-minute video narrated by Peter Coyote, awards honoring those in the arts who have made exemplary contributions over the past quarter century, television and radio public service announcements, and the designation

of Arts Day as part of the national celebration in October of Arts & Humanities Month.

Convenings included regional Town Hall and Round Table gatherings throughout the state, the Asilomar Multicultural Artists conference, and the Joint Congress of the Arts - the first statewide conference in over two decades, attended by over 1,000 arts leaders.

More than a million people attended arts fairs and festivals in our state in the past year, while the aggregate attendance at all arts events topped 25 million. Continuing a decade-long trend, cultural tourism continued to be the fastest growing segment of the travel industry.

Arts Education Programs were able to increase by 100+% the number of teachers trained, classrooms and schools offering arts, performances offered and artists employed. The Arts Council published

California has 1,200 theatre companies, 210 orchestras, 600 dance troupes, 500+ museums and more artists than any other state in the country.

a nationally acclaimed Arts in Education Research Compendium documenting national research on the value of the arts to academic performance and employment options. To spotlight the value of creativity as California's greatest asset and biggest lure, the agency Chairman, Steven Fogel, worked

with First Lady Sharon Davis and President Emeritus of the J. Paul Getty Trust, Harold Williams, to create the California Creativity Forum, bringing together leaders from the arts, education, government, and the private sector to champion the role the arts play in California's creative advantage.

The Arts Council significantly expanded its collaboration and partnerships within and outside government, including new alliances with the PTA, AARP, and the League of California Cities. The agency joined the J. Paul Getty Trust and the James Irvine and David & Lucile Packard Foundations in the formation of The California Arts Initiative designed to pursue common goals between government, the foundation community and the private sector. The first project of this consortium included support for the Year of the Arts - 2001 marketing campaign, and the funding (by Irvine and Packard) of the first ever scientific public opinion survey of the public's attitudes towards the arts conducted by the international research firm, the B/R/S Group. This survey indicated overwhelming public support for the arts. New interagency collaborations included the pilot Arts in the Parks project and a school education energy project in cooperation with the State and Consumer Services Agency.

The Council began to address the role of arts and culture in California's international arena with joint projects between California and Japan, Israel, and Mexico.

This past year, the agency re-launched its website with a new logo brand, and inaugurated a Weekly Update email listserv that has grown to more than 5,000 subscribers.

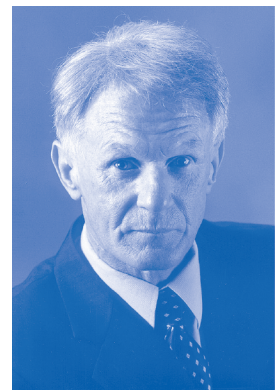
The Future

In the aftermath of September 11th, Californians joined all Americans and turned to the arts for solace, comfort and community. The Arts Council joined with the Red Cross in sponsoring a Remembrance Book Project that opened up museums across the state so people of all ages could register their feelings for posterity. The Arts were hard hit by a convergence of decreased funding revenue from all sources, most

significantly in the transient occupancy (hotel) tax base and the philanthropic giving from the corporate and private sector. The agency has asked the Joint Committee on the Arts to investigate approaches to the long term protection of the arts / creativity asset so as to insure that California will remain in a pre-eminent position to enjoy the advantages associated with creative capital. This is essential in the new global marketplace, where, as former NEA Chair John Frohmeyer opined, "Creativity is the currency of the future."

The arts are the R&D of the creative ecosystem that supports our economic base of new ideas becoming new industries. The challenge for California will be to hold onto its global reputation as the place to be if you want to see an idea become reality. It is this image that fuels our entrepreneurial drive and it is that drive that has made California the fifth biggest economy in the world.

The California Arts Council remains committed to growing and expanding California's creative communities, providing access to the creation and enjoyment of the arts to every one of our citizens, protecting and preserving our cultural heritage and keeping California as the creative center of our planet. The programs, projects and activities described in this report demonstrate the CAC's commitment to these goals.



Barry Hessenius, Director

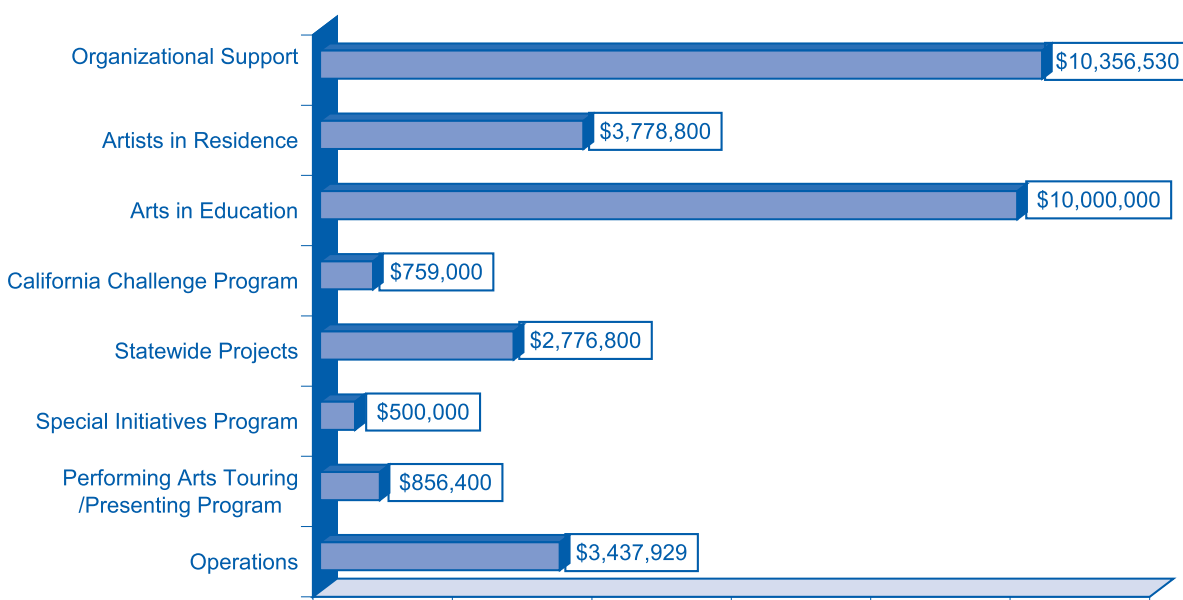
YEAR IN REVIEW

The California Arts Council 2000-2001 Annual Report recounts the achievements and accomplishments of the Arts Council's 25th anniversary year, one of unprecedented growth through new initiatives and expansion of its grants programs.

Budget Augmentation

The arts benefited from the single largest increase in the California Arts Council's (CAC) budget during its 25-year history, when Governor Davis added \$10 million for expanded Arts in Education projects. This increase was augmented by the Legislature, which approved an additional \$2 million for Multicultural Arts program expansion. The Arts Council budget topped \$32 million, exclusive of line item appropriations for special projects (an additional \$31 million), elevating the state's per capita support ranking from 47th out of 50 states just three years ago to 25th place. As a result of the increases, the CAC awarded the greatest number of grants in its history (1,720) with \$29 million distributed through its programs. Grants went to recipients in more than 300 cities throughout the state.

Budget Categories 2000-2001



Year of the Arts - 2001

Celebrating its 25th anniversary, the California Arts Council designated 2001 as “The Year of the Arts,” launching a major marketing campaign to showcase and increase the visibility of the state’s rich diversity of artistic talent. This year-long effort emphasized the value and positive impact of the arts and culture on the state’s economy, to its educational system, and to the civic life of its communities.

The Year of the Arts Campaign included:

- ✱ The pro bono creation of a new logo (courtesy of Sacramento design firm, Goodchap Design Communications) unifying collateral print materials of the agency and its grantees;
- ✱ A re-designed and expanded website;
- ✱ A media campaign including radio and television public service announcements and full page advertisements in major

metropolitan daily newspapers;

- ✱ The establishment of California’s first Arts Day as part of the celebration in October of National Arts & Humanities Month;
- ✱ Monthly themed celebrations; and
- ✱ Recognition awards for exemplary contributions to the arts in every discipline and interest area of the arts community.

Joint Congress of the Arts

Held June 7th & 8th in the state capitol, the Joint Congress of the Arts gathered over 1,000 arts leaders from every sector of the state for the first time in two decades to provide opportunities for networking, advocacy, collaboration, communication, community-building, information sharing and to simply enjoy performances by some of the agency’s best performing arts grantees.

California First Lady Sharon Davis welcomed the delegates at the opening lunch, which was followed by a Capitol Steps Rally, organized by the California Arts Advocates. The rally featured addresses by Senators Jack Scott, Chair of the Joint Committee on the Arts, Bruce McPherson, Deborah Ortiz, and Dede Alpert, Assemblymembers Marco Antonio Firebaugh, Jenny Oropeza, Hannah-Beth Jackson, and Mike Briggs, and actors Joe Pantoliano, Delroy Lindo, Frances Fisher and journalist Ron Reagan, Jr. The above were joined by AARP President Jacqueline Antee, PTA President, Lavonne McBroom and Rusty Areias, Director of the Department of Parks and Recreation.

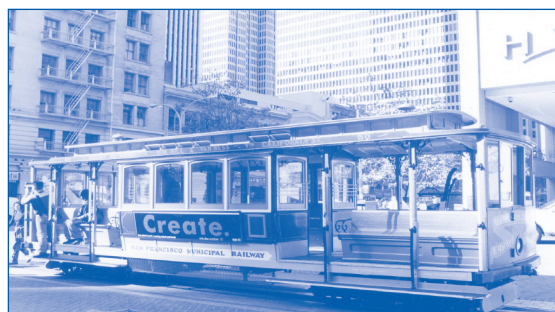


At a Gala Dinner extravaganza, Arts Council Chair Steven Fogel presented the Council Award to Pulitzer Prize-winning poet and first CAC Council Chair, Gary Snyder followed by an evening of performances by artists from the CAC's *Touring Roster*. At the closing luncheon, Director's Awards for Lifetime Contributions to the Arts were presented to Foundation leaders, John Orders, Cora Mirikitani, Nancy Glaze, John Kriedler, Peter Pennekamp, Frances Phillips and Peter Hero.

Arts Day - October 10, 2001



The first-ever annual Arts Day, proclaimed by the Governor and the Legislature, focused statewide attention on arts and culture and was celebrated with hundreds of events, free admissions, open houses and gatherings throughout the state. Major advertising in the Los Angeles Times, San Diego Union-Tribune, Fresno Bee, Sacramento Bee, and San Francisco Chronicle, sparked the interest and imagination of the public and the media. The San Francisco Municipal Railway (MUNI) and the CAC collaborated on placing Arts Day posters on buses and more than 30 designated bus shelters, and the Department of Motor Vehicles placed Energy Conservation posters in each of the department's offices throughout California.



Mini Summit Meetings

The California Assembly of Local Arts Agencies (CALAA) and the CAC's Local Partners (the county arts councils) hosted mini summit meetings statewide, gathering vital information on cultural facility uses, and resources and services at the local level. Information gathered at the mini summits helped to sculpt an arts public policy agenda and to further the agency's goal of building strong local arts communities.

California State of the Arts Video

The CAC also commissioned its first-ever professionally scripted, shot, and edited video on the arts titled, "California: The State of the Arts." Narrated by Peter Coyote, the video has been widely distributed and is available for policy makers and elected officials. Many of the state's most noted artists, local officials, business people, and arts administrators participated in the making of this video. It addresses the value of the arts to education, community development as well as the economic impact of the arts. The video has been broadcast on cable networks, including the California Channel, throughout the state since June.



"The arts have helped shape California's major cities into world class cultural centers and throughout the state the arts helped shape the lives of our children as they imagine, create, and give life to their inner-most thoughts and hopes."

"In every corner of California you'll find places where the arts are fueling the economy and transforming civic life."

"In a cookie-cutter world, where every city increasingly features the same shops and the same malls, only the arts satisfy the human demand for the unique."

*Peter Coyote, Actor, Former Arts Council Chairperson
"California: The State of the Arts"*

Energy Poster

The CAC and the State and Consumer Services Agency collaborated on a statewide energy conservation poster contest for K-12 students. More than 750 entries were submitted. Four talented first-place winners were presented with awards of \$250 and public recognition at the Joint Congress of the Arts. All winning and finalist artworks were professionally framed and exhibited outside the Governor's office in the State Capitol. The State and Consumer Services Agency reproduced four designs as a poster, which is displayed in every state building in California.



Jin-Hyung Park
Age 12

Arts in the Parks

The California Department of Parks and Recreation and the CAC established an arts-related collaboration to enhance visitors' experiences beyond the natural features and historical significance found in California's state parks. Eighteen events were highlighted that brought the arts to the parks. Two special events highlighting performing arts were planned for San Diego's Old Town and at Sacramento's Sutter's Fort. The San Diego event on September 15, *Fiestas Patrias*, was cancelled due to the events of September 11. It would have celebrated Mexican Independence Day spotlighting the culture of Los Californios 1821-1846. The celebration has been rescheduled for 2002. In Sacramento, Sutter's Fort State Park hosted a variety of performing artists targeted to children and families.

Open Studios

The CAC, in partnership with the California Assembly of Local Arts Agencies, packaged Open Studio tours in Northern and Southern California to bring greater visibility to, and participation in, these events. Open Studios provide the public with an opportunity to have an inside look at an artist's workplace and to discuss the artwork with its maker. The tours were promoted by the CAC's Local Partners, the county arts agencies. Odwalla was a corporate sponsor of the brochure and select open studios events.

Fairs and Festivals

Art astonishing fact

1,248,489
people
attended
fairs &
festivals
funded by
the CAC!

The CAC promoted twenty-five major arts fairs and festivals throughout California as destination tourism sites from May to October. Amtrak produced a brochure highlighting events near Amtrak stations and distributed information about the fairs and festivals at Amtrak stations throughout California. The CAC website listed the entire list of California Fairs and Festivals.



Arts in Education

In Fiscal Year 2000-2001, Governor Davis and the Legislature increased the Arts Council budget by \$10 million to build the capacity for arts education services to our schools. This historic increase created the opportunity for the Arts Council to dramatically increase its arts education offerings. The Arts Council, in consultation with the Secretary of Education, developed three new programs and one new activity. The programs include the Arts Partnerships for Education, Arts in Education Demonstration Projects, and Exemplary Arts Education Projects. Together with the CAC's Artists in Schools program these programs allowed the Arts Council to serve over 1,200 schools and 451 school districts, making the CAC Arts Education Initiative the largest such arts education program in the country. All of these new programs are described in more detail in the Grant Programs section of this report.

“Arts education not only enlarges the intellectual world of students who receive it, it provides a skilled workforce for a prominent element of the California economy. From Hollywood to Multimedia Gulch in San Francisco, artistic talent is the basis for business success.”

San Diego Union-Tribune editorial, December 15, 2000

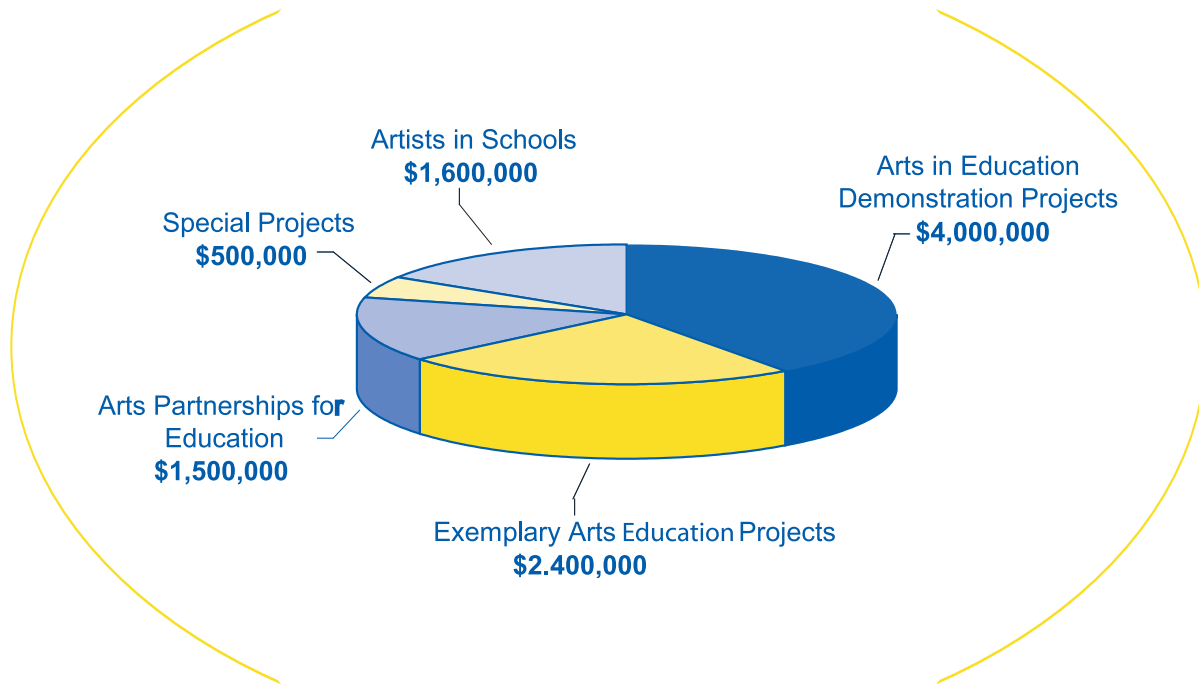
In addition, the CAC developed a new activity called the California Creativity Forum, a blue ribbon panel of experts drawn from the highest levels of the education, entertainment, and high

technology sectors of our state. The Creativity Forum is founded on the principle that the development of an educated and creative pool of workers is critical to the economic and civic future of our state. The purpose of the Creativity Forum is to explore how California schools can better serve the creative needs of California's workforce. The Creativity Forum is co-chaired by First Lady Sharon Davis, Steven J. Fogel, Arts Council Chairman and Harold Williams, President Emeritus of The J. Paul Getty Trust. The Forum held two public meetings during 2000-2001.

The Arts Council convened several other meetings and conferences in arts education. In May 2001, the Arts Council convened the first meeting of County and District Arts Education coordinators from around California in Pasadena to discuss ways of making the arts basic to the state's schools. The County Coordinators' meeting was held in conjunction with the Model Arts Program Conference. The CAC staff made panel presentations at this conference. The Local Arts Education program was the subject of a presentation Council staff made at a national conference of arts education leaders held in North Carolina. The Arts Council also contracted with WestEd, a California based education evaluation and research company to hold two two-day meetings called “Proving Your Point” to assist arts education project leaders to evaluate the effectiveness of their projects. These meetings drew over 100 arts education project staff from all parts of California.

The Local Arts Education Partnership Program, the first legislatively mandated arts education program in the country, continued to grow thanks to a record number of consumers purchasing the Arts License Plate. More than \$490,000 in

funds were awarded to 17 grantees this year in this unique program. The program requires a coordination of arts education programs through local school boards and local arts agencies.



Mapping Projects

One of the most significant unanswered questions about arts education in California is the size and scope of arts education programs in the local school districts. No agency or report has previously attempted to do a comprehensive review of arts in schools. In 2000-2001 the Arts Council set out to do just that. The Arts Council contracted with Americans for the Arts to develop a “map” of arts education programs throughout the state in the Exemplary Arts Education Program. The ensuing questionnaire used by over 100 arts education organizations and schools has for the first time, described the state of arts education in California schools. The survey instrument used in this project is fast becoming a model for other states. The report from this project is due to be published early in 2002. The CAC also joined other funders to support the first ever “mapping” project of all 82 school districts in Los Angeles County. This report titled “Arts Education in Focus” was commissioned by the Arts Education Task Force of Arts for LA and prepared by Museum Without Walls. It sparked a renewal of efforts to place arts education at the forefront of school reform.

Evaluation in Arts Education

The debate among researchers about the impact of the arts in schools has raged throughout the last decade, often sparking highly public and acrimonious exchanges. Several high profile reports in the 1990s suggested the arts could produce dramatic gains in achievement and behavior among students. In 2000 a journal article by respected educators allegedly refuted the notion that the arts can increase student achievement on SAT scores and on other tests. When the Arts Council conceived of its Demonstration Projects Program, it set out to establish the most comprehensive and valid evaluation paradigm ever attempted. The Arts Council hired WestEd, a prominent evaluation company to analyze its 56 Demonstration projects. The evaluation of the Demonstration projects is measuring exact changes in the affective domain, that is, changes in student self-concept, attendance and behavior as well as cognitive improvement in the arts and other subjects. In 2002 the WestEd evaluation will also begin measuring the impacts of the Exemplary Arts Education Program.



Art strengthening
fact

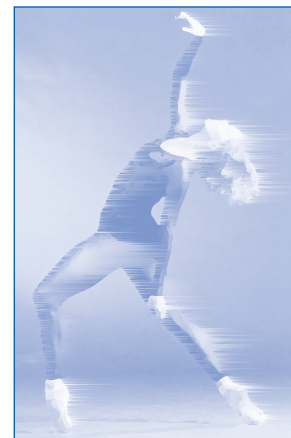
*CAC
grantees
provided
arts
education
programs
in which
5,310,241
youth
participated!*

Infrastructure Development

The Arts Council developed an Infrastructure Program to nurture and support the various artistic discipline and multicultural-based support groups. Recognizing the enormous number of arts organizations, reflecting the full range of artistic and ethnic diversity spread over a vast geographical area, the CAC funded 12 groups to develop a statewide organizational structure to include representative umbrella groups with full time paid staffs that can liaison between other groups, the wider arts community and the public at large. The goal of the Infrastructure Development Program is to build a foundation that can facilitate communication and a sharing of knowledge to encourage broader collaboration and cooperation. In this first step, the CAC awarded \$750,000 to networks to expand the capacity of these statewide service organizations.

Participating Networks

California Asian American/Pacific Islander Arts Network
Northern California Forum for Artists of African Descent
California African American Theatre Roundtable
Association of California Symphony Orchestras
California Indian Basketweavers Association
California Assembly of Local Arts Agencies
Alliance for California Traditional Arts
Native American Arts Network
Dance California Dance
California Presenters
Filipino Arts Network
Latino Arts Network





Arts Marketing Institute

The California Arts Council was awarded a \$600,000 grant over the next three years by the Wallace-Reader's Digest Funds as part of a new State Arts Partnerships for Cultural Participation (START) initiative.

In 2001 the CAC, using the Wallace-Readers Digest grant, began the building of an Arts Marketing Institute to carry out research, technical assistance, and information dissemination. The Institute will also provide online tutorials, research on marketing and audience demographics, and offer best practices in maximizing civic participation in the arts. M. Christine DeVita, president of the Funds, stated, "Our START initiative will not only shed light on how important state arts agencies are to the cultural life of our country, but will showcase thirteen exemplary agencies, which have shown dedicated leadership in connecting people to the arts. We are proud to work closely with the California Arts Council."

The Arts License Plate

The Arts License Plate, designed by noted California artist Wayne Thiebaud, features an original, evocative California seascape that thousands of California motorists have chosen as a reflection of their support for the arts. In fact, through their enthusiastic support, Californians have made the Arts license plate the fastest selling and most popular specialty license plates in the state. As of November 2001 more than 83,000 license plates are on display on California's roads and highways. Because of its popularity, the Arts Plate, the nation's first specialty license plate designed solely to benefit the arts, is now generating a revenue stream to strengthen arts education programming in local schools and communities through the Local Arts Education Partnership (LAEP) Program.



© Thiebaud • 1993

The Arts License Plate helps fund arts education in California. Call the California Arts Council at 1-800-201-6201 to receive your license plate application today!

Partnerships

California Arts Initiative

The CAC created a joint public/private partnership-the California Arts Initiative-to bring the foundation and corporate communities together with the CAC to address areas of mutual concern. Charter partners include the David & Lucille Packard Foundation, the James Irvine Foundation, and the J. Paul Getty Trust. This partnership contributed significant resources for the CAC's Year of the Arts visibility campaign, as well as the B/R/S Group's public opinion survey.

Interagency Agreements

The CAC's enabling legislation calls for the enlistment of all state agencies to ensure the fullest expression of our artistic potential. The CAC has long-standing interagency agreements with the Department of Corrections, Department of Mental Health and California Youth Authority to support each agency's arts plan, long-term artist residencies and partial support for institutional artist/facilitators.

New, and recent interagency agreements include Department of Parks and Recreation, Commission of the Californias, and Fairs and Expositions -- each aimed at increasing new audiences through the arts.

State and Consumer Services Agency

In November of 2001, the Secretary of State and Consumer Services Agency, Aileen Adams, capped an active year of collaboration with the Arts Council by asking the Council to assist in the development and implementation of an Arts and Energy Conservation program in the schools. This \$150,000 project will ask artists from CAC arts education programs to develop arts activities to demonstrate how students can conserve energy as part of the Governor's campaign to reduce energy consumption in California. Previously, in one of the CAC's most significant partnerships of 2001, Secretary Adams used the Energy Poster in novel ways to promote energy conservation.





League of California Cities and the Institute for Local Self-Government

The CAC entered into a partnership with the League of California Cities and the Institute for Local Self-Government to produce a series of four articles about the arts. These articles about the arts and economic development, building community through the arts, public art, youth programming, cultural planning and quality of life were published in *Western Cities* magazine and in *California County* magazine. As a result, thousands of local elected officials and department heads were exposed to information on the importance of the arts. The articles were compiled into a compendium and distributed to key people and organizations throughout the state.



California Parent Teacher Association

In the Fall of 2000, the CAC enlisted the leadership of the California PTA to “bring the arts back” to our schools. The Arts Council asked the PTA to adopt a policy to return the arts to the schools as their number one priority for 2001. The PTA agreed and adopted their SMARTS campaign. The PTA enlisted Assemblyman Kevin Shelley (D-San Francisco) to carry legislation to fund program and capital needs for expanded arts education. Shelley’s bill AB 869 sailed through policy committee but was suspended by Appropriations Committee when the energy crisis hit. In May 2001, CAC staff addressed the general session of 5,000 PTA volunteers at the annual meeting, once again urging the PTA to adopt the arts as their number one priority for the coming year.

Public Art, Architecture and Design

A public art master plan is currently being developed in collaboration with the School of Fine Arts of the University of Southern California (USC). USC offers the only public art master’s degree program in the United States. The master plan will become the basis for proposed future public policy on public art in California.

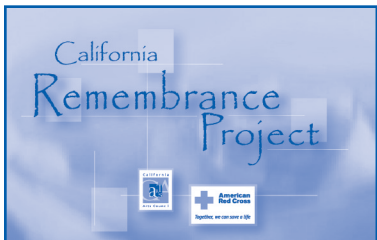


American Association of Retired Persons

Arts Council staff worked throughout 2001 to cement a new relationship with the American Association of Retired Persons (AARP). The state AARP supported the Arts Council by urging the Legislature to approve the Governor's budget request of \$60 million for 2001-2002. AARP Statewide President Jacqueline Antee addressed the arts community at the Arts Day rally, speaking about the need for the arts among senior citizens. In addition, the AARP sponsored an exhibit of Grandma Moses' art at the San Diego Museum of Art as part of their campaign to highlight creativity among seniors. The Arts Council and AARP hope to introduce a "Creative Elders" program when the economy recovers.

The California Remembrance Project

The American Red Cross and the California Arts Council formed a unique partnership during October 2001 to establish "The California Remembrance Project" for the purpose of promoting remembrance and healing for the September 11 victims, their loved ones, the people of California, the people in areas affected by the attacks, and for those in the future who will seek



consolation and perspective. This first-ever partnership involved representative arts venues and Red Cross chapters throughout the state. It produced letters, notes, poems, and pictures created by Californians to express their feelings and to offer sympathy and support to the victims and their loved ones, the rescue and relief workers and those affected by the attacks. These creative works are to be compiled into three books to be published and displayed at American Red Cross Chapters in Pennsylvania, New

York City, and Washington, DC. The books will be presented to the national American Red Cross Museum and the Golden State Museum in Sacramento after they have been displayed.

Western Arts Administrators

The CAC contracted with the Western Arts Administrators to develop and produce a four-color catalogue highlighting award winners for performing arts. The catalogue will be distributed to California local arts agencies and to key outlets throughout the western region.

Pennsylvania/California Exchange

The CAC and the Pennsylvania Council on the Arts (PCA) [Preserving Diverse Cultures Program] have been exchanging information and resources for two years. CAC staff has traveled to Pennsylvania to attend the PCA's Conference, meet multicultural artists and arts organizations, and to observe the PCA's panel process. In exchange, PCA brought 12 artists to the CAC's biennial Asilomar Conference in January 2001 to observe, participate on panels and to be showcased along with California artists during an evening of performances.

Western States Arts Federation

The CAC implemented a promotional component to its Artists Fellowship Program to provide greater marketing for Artists Fellowship recipients. CAC partnered with the Western States Arts Federation (WESTAF), which provided the expertise for a promotional media and direct

mail campaign coupled with the development and production of an Artists Fellowship website residing on the CAC home page.

The CAC tapped WESTAF's rich technical experience as the chief consultant in developing e-grants at the CAC.

National and Regional Affiliations

The CAC continued its membership in national and regional arts organizations including the National Assembly of State Arts Agencies (NASAA) and the Western States Arts Federation (WESTAF). Director Hessenius was appointed to the governing board of NASAA while Deputy Director Minicucci was appointed to the WESTAF board. The CAC continued its creative collaborations with Americans for the Arts (AFA) in the "mapping" of arts education in California as well as participating in AFA's "The Arts Ask for More" national arts campaign. Arts Council staff members, Juan Carrillo, Theresa Harlan, and Lucero Arellano, were asked to serve on NEA grant panels during 2000-2001. Wayne Cook served on the Kennedy Center Alliance for Arts Education panel reviewing Eisenhower Professional Development Grants. Staff also served on policy committees; Deputy Director Minicucci sat on the PEW Charitable Trust Panel on Cultural Policy Development and Carrillo and Arellano served on WESTAF's Multicultural Task Force.



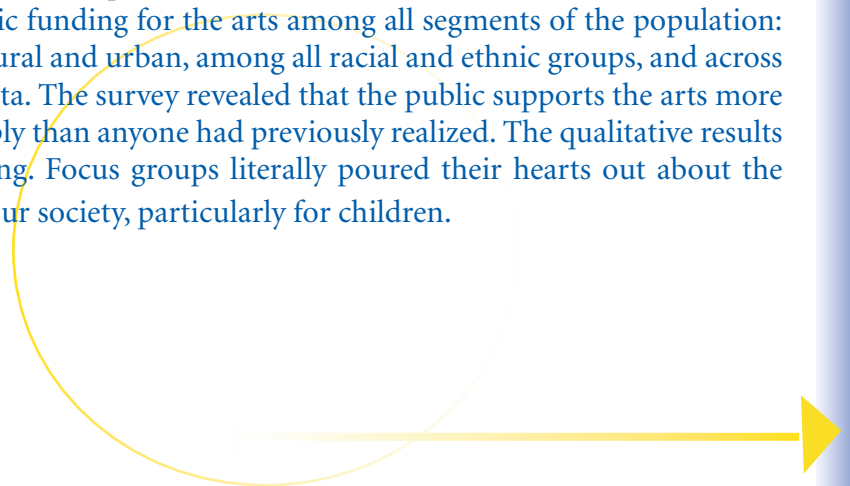
NATIONAL
ENDOWMENT
FOR THE ARTS



The B/R/S Public Opinion Survey “Participation and Perception of the Arts in California”

The arts community and its supporters in California have long held the belief that the arts were considered by decision makers, the general public and the media as a “frill” or a “luxury.” There has been a general sense that the arts had marginal support among various sectors of our society in times of economic upturns but were vulnerable during recessions. The CAC designed a study, funded by the James Irvine and the David and Lucille Packard Foundations and performed by the public opinion and social research company, B/R/S Group, Inc. , that explodes those impressions about the arts. Conducted during the spring and summer of 2001, the study “*Participation and Perception of the Arts in California*,” is based upon 1,200 random 15- to 20-minute telephone interviews with a representative sample of the English speaking general public (18-69 years of age in California). B/R/S also conducted 6 two-hour focus groups (eight to nine people each) on their attitudes towards the arts in three cities.

The results of both the quantitative and qualitative research are stunning in several ways. First, the quantitative results showed remarkable broad based support for public funding for the arts among all segments of the population: young and old, rural and urban, among all racial and ethnic groups, and across all economic strata. The survey revealed that the public supports the arts more broadly and deeply than anyone had previously realized. The qualitative results were more stirring. Focus groups literally poured their hearts out about the need for arts in our society, particularly for children.



The B/R/S Public Opinion Survey continued . . .

Some of the most salient points included the following:

- ✿ **86%** are willing to pay between \$1 and \$5 a year more in California taxes, providing the money is earmarked for the arts;
- ✿ Two thirds of Californians (**67%**) would like to see additional funding for arts targeted to their community;
- ✿ A large majority of Californians (**75%**) felt strongly or very strongly that “the arts improve academic performance of children;”
- ✿ **75%** felt strongly or very strongly that “the arts are an investment in the future of our children;”
- ✿ Over two-thirds of Californians (**69%**) felt strongly that “The arts are important to the health of California’s entertainment industries;”
- ✿ All (**100%**) parents state that arts education is critically important. **63%** said “the arts are as important or more important than academics;”
- ✿ Most Californians (**91%**) said “arts in schools are as important or more important than athletics;”
- ✿ A vast majority (**90%**) believed state government should fund the arts; and
- ✿ **91%** said local government should fund the arts.



An Arts In Education Research Compendium

The Arts Council has felt for some time that a void exists in the research literature in arts education for practitioners, artists and educators. Over the past decade the field often cited various articles, conclusions and findings in support of arts education and its impacts on learning and behavior. Nearly as many naysayers cast doubt on the authenticity, validity or significance of some of these claims. The Arts Council contracted with Arts, Inc. for a research compendium that would lay to rest some of the controversy and give the field for the first time a comprehensive and authentic compendium of research on arts education. Written by David Pankratz, Ph.D., this document titled *An Arts in Education Research Compendium* is divided into five sections, including:

- ✿ Frequently Asked Questions (FAQs) About Arts in Education Research.
- ✿ Research Compendium including subsections on Arts Education and Academic Achievement, Brain Research and Learning in the Arts, Testing Assessment and Evaluation and six other informative issues.
- ✿ California Websites, Publications and Initiatives.
- ✿ Arts in Education Websites.
- ✿ Future Research including numerous on-going research conducted by or about CAC arts education programs.

The FAQs Section includes 48 key questions often asked by decision makers such as school boards or superintendents about the impacts of arts education, program strategies, resources and many other areas. Each question comes with a response and one or more citations in the literature supporting each answer. The entire compendium may be downloaded from the CAC website at www.cac.ca.gov.



Interactive Survey

During the Joint Congress of the Arts held in Sacramento in June 2001, an interactive survey was administered to a general session of the participants at the Congress. The California Arts Council and the California Assembly of Local Arts Agencies contracted with Quick Tally Interactive Systems to wire several hundred seats with hand-held voting instruments to register constituent response to more than 30 questions posed by CAC Chief of Grant Programs Juan Carrillo.

The purpose of the survey was to see how different sectors of the arts community felt about a variety of issues ranging from the key issues the CAC should deal with to surveys of wages and salaries in the arts. The first set of questions established a baseline of demographic information regarding age, gender, ethnic background, geographic location and artistic discipline so that responses on issue questions could be cross-tabulated with demographic markers.

Top Three Problems

The general assembly identified “Lack of Arts Education”, followed by “Insufficient Public Funding” and “Lack of Funding to Support Cultural Diversity” as the top three problems facing the arts in California today.

CAC Priorities

The assembly was also asked to identify what they thought should be the highest priority for the CAC as well as the second highest priority. “Generating Additional Funding” and “Promoting the Arts” ranked first and second in the first cut and “Promoting the Arts” and “Ensuring a Fair and Equitable Grantmaking Process” were identified as the most important secondary priorities.

Addressing Arts Funding

Finally the assembly was asked to describe how the top problem, lack of public funding, should be addressed. Not surprisingly, advocacy and the arts community’s role in those efforts were identified as the primary means to meeting the problem. All in all, this experiment in populist policy identification and priority setting was a large success and a key driver in CAC decisions for the planning for 2002 and beyond.

Other Findings

The “Lack of Arts Education in the Schools” was cited as the biggest problem confronting the arts in California today. This opinion was held by all genders, ethnic groups, education levels, artistic disciplines and age groups.

Young people (under age 25) believe the most important new initiative of the CAC should be “Increasing the Salaries of People in the Arts.” On the other hand, people over 55 believe it should be “Marketing the Arts.”

The Economic Impact of the Arts

In 1994, the California Arts Council produced a well-respected economic impact study, *"The Arts: A Competitive Advantage for California"* prepared by the Policy Economics Group of KPMG Peat Marwick. This study concluded that the nonprofit arts "are a good investment returning \$2.1 billion to the California economy and generating \$77 million in state and local tax revenues." Because the data for this study came from receipts, taxes, and economic activity reported in 1993, a year that marked the nadir of the recession of the early 90s, it represents a very conservative estimate.

The Arts Council has authorized an update of the 1994 study. The new study will undertake to calculate more current economic impacts based on data from 1999-2000. While the 1994 study included the commercial or for-profit as well as nonprofit arts industries, the current study will measure only the impact of the nonprofit arts industry in California. This update will be quantitative evidence that will work with the Public Opinion Survey to paint a complete picture of the educational, social, civic, and economic impacts of the arts in California.

"People need to understand that the arts are a tremendous economic engine that brings jobs and prosperity to communities as well as joy to our souls."

*Martin Sheen, actor
"California: The State of the Arts"*





Director's Weekly Update

Reaching more than 5,000 individuals and organizations, CAC Director Hessenius established an email listserv to communicate with California's arts community on a weekly basis addressing local, state, and national arts news. The Weekly Update continues to grow adding new subscribers each week.

Town Hall Meetings

In 2000-2001 Director Hessenius traveled throughout the state meeting with local arts communities to gather information on the needs of individual Californians. The CAC director also hosted a series of "round table" meetings to establish relationships with the statewide arts communities. These meetings were the precursors to the establishment of a statewide infrastructure component of the CAC.

Legislative Database

The CAC created a database to better communicate with legislators when grantees in their districts are successfully funded. This allows for communicating CAC's broad reach, keeping elected officials notified of achievements of constituent organizations and artists, and strengthening the understanding of the CAC's work by the Legislature.

"...music and the arts are essential components for overall scholastic achievement. Children more readily acquire skills, values, self-esteem and mental acuity if they are responding to, performing or creating works of art. A UCLA study of 25,000 students found higher grades, better standardized test scores and improved attendance among students engaged in the fine arts."

*San Francisco Chronicle editorial
April 17, 2001*

Asilomar Conference

The Year of the Arts kicked off with the biennial conference at the Asilomar Conference Center in Monterey County. Attending were more than 350 contemporary and folk artists and representatives of the multicultural arts field. They convened to exchange information about artist residencies, arts education, program development, technical assistance, and discussions on issues of importance. An evening of performances was presented and opportunities were made available for artists to create in collaboration with others. The conference was also an opportunity to honor artists and elected officials that have provided public service in the arts for more than twenty-five years.



The State-Local Partnership Annual Conference

The State-Local Partnership Annual Gathering was established in 1993 for the purpose of strengthening the infrastructure of the local arts agency field. Technical assistance in the form of networking opportunities, administrative/management workshops, panels and lectures have been some of the methods of transferring skills to the field. The 2001 Annual Gathering was held March 7-9th at the Marconi Conference Center in Marin County. The focus was on the State-Local Partnership's role in the California Arts Council's visibility campaign, public relations and marketing. Other areas discussed were: Criteria

and input from the field on a proposed Cities Fund and Cultural Infrastructure Development Fund; Expanding Organizational Capacity; Developing Partnerships with Cities; Cultural Diversity and Professional/Leadership Development; National Arts Stabilization Evaluation Model; and the CAC's Arts in Education programs. All future Annual Gatherings have been renamed the Nancy Clute Annual Conference, in memory of the Director of one of the original State-Local Partners, Madera Arts Council. Nancy Clute was a source of strength within the Local Arts Agency field and will be deeply missed by the field.

Poet Laureate

Assembly Bill 113 by Assemblymember Fran Pavley was signed into law establishing a State Poet Laureate. The CAC is responsible for the nominating process that will produce three nominees to be sent to the Governor. The Governor will then select the poet.

The Poet Laureate will perform six public readings in all geographic regions of the state and will bring the poetic arts to Californians and California students.

The requirements for the nominees include:

- ✿ Poet is generally recognized for the excellence of his or her work;
- ✿ Poet has works of poetry currently in print; and
- ✿ Poet agrees to serve for a period of two years beginning in 2002.

"When you cannot reach a child through talking or through mathematics, you can reach a child through painting - and you can always reach a child through music. And once you reach a child through music, it's only a hop, skip, and a jump to reaching that child through poetry. And once you reach a child through poetry, that child has been opened up to life forever."

Alice Walker, Author
"California: The State of the Arts"



Recognition Awards

To recognize the achievements in the arts by the people who helped make them happen during the past 25 years, the CAC developed several award categories including: the Young Artist Award, the Outstanding Arts Educator Award, the Council Members' Award, the Director's Award, the Lifetime Achievement Award, the Energy Conservation Poster Contest Award, the Sankofa Awards and the various recognition awards presented for achievement in specific disciplines.



See Appendix for List of Awardees
(page 51)

Performers at the Joint Congress of the Arts - 2001

(At the Joint Congress Gala Dinner, attendees were treated to an evening of performances by artists from the CAC's *Performing Arts Touring Artists Directory*.)



AVAZ International
Dance Theatre



Kartik Seshadri Ensemble



Ramón Romero



William Kanengiser



Cultural Odyssey